RJ REYNOLDS
TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 12, 1997

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear Gene:

SALEM .30¢ tear tape product has been ordered, as well as 11 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	0.4890
SKU WT (w/o Product):	1.4480 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $28.00 (2 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/qxvn0000

JULY DELIVERY
SALEM TEAR TAPE

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):
1 CARTON EACH:
SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

PO #063097

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product / Premium Arrival: June 30, 1997
Ship Date to Retail: Week of: July 14, 1997

EFT $ Amount: $1,431.29
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

JULY DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/qxvn0000

AUGUST DELIVERY
SALEM TEAR TAPE

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

PO #080497

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product Arrival: August 4, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: August 18, 1997

EFT $ Amount: $1,431.29
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

51861 8909

Source: https://www.industrydocuments.ucsf.edu/docs/qxvn0000

RETAIL CUSTOMER LIST

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM FF	LT	FF 100	LT 100	TOTAL NO. OF STORES (DISPLAYS)
087206	BOB'S MOBIL/F	509 HOOPER RD	ENDWELL	NY	13760	447000	MUTUAL WHOLSALE SERV	0	8	8	8	8	1
207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	447000	MUTUAL WHOLSALE SERV	0	2	2	2	2	1
298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	447000	MUTUAL WHOLSALE SERV	0	2	2	2	2	1
316818	E Z MART	RR 2 BOX 136	CONKLIN	NY	13748	447000	MUTUAL WHOLSALE SERV	0	2	2	2	2	1
390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	447000	MUTUAL WHOLSALE SERV	902544	1	1	1	1	1
700336	E Z MART	285 HARRY L DR	JOHNSON CITY	NY	13790	447000	MUTUAL WHOLSALE SERV	0	2	2	2	2	1
632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	447000	MUTUAL WHOLSALE SERV	0	1	1	1	1	1
517247	ARKVILLE COUNTRY STR	ROUTE 28	ARKVILLE	NY	12406	447000	MUTUAL WHOLSALE SERV	0	1	1	1	1	1
634688	COOKS PRODUCE	58 RIVERSIDE DRIVE	SIDNEY	NY	13838	447000	MUTUAL WHOLSALE SERV	0	7	7	7	7	1
658711	SAYDE'S COUNTRY STOR	MAIN & LAKE STREET	FLEISCHMANNS	NY	12430	447000	MUTUAL WHOLSALE SERV	0	1	1	1	1	1
269537	LAWLERS GROCERY	1423 STATE ROUTE 96	OWEGO	NY	13827	447000	MUTUAL WHOLSALE SERV	0	3	3	3	3	1
						447000 Total			30	30	30	30	11

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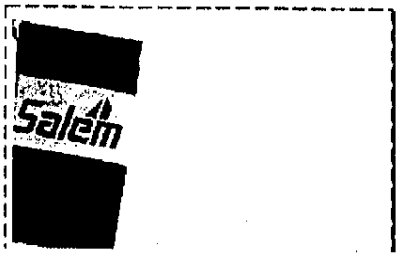
Source: https://www.industrydocuments.ucsf.edu/docs/qxvn0000

RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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Source: https://www.industrydocuments.ucsf.edu/docs/qxvn0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/14/97

ACCOUNT NUMBER: 447000
VOUCHER NUMBER: 15360637
DATE WRITTEN: 07/14/97
STATUS: PAID
AMOUNT PAID: 28.00

MUTUAL WHOLSALE SERV
PO BOX 419
BINGHAMTON , NY 13902

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/J. MCLEAN

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Source: https://www.industrydocuments.ucsf.edu/docs/qxvn0000